

# Analysis and Recommendations for the State Employment Website

Drake University – State of Iowa  
Certified Public Manager Program  
Cohort #9

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# Introduction and Overview

**Approaching a career website as an active recruiting tool means using the website to:**

- Attract Job Seekers (“talent”)
- Build relationships and convince talent to pursue opportunities with the organization
- Collect and process applications

# Research

**Three different types of research were conducted:**

1. Comparative
2. Survey
3. Focus Groups

# Comparative Analysis

## Evaluation Criteria

- Design/First Impression
- Ease of Use
- Content (job descriptions)
- Technology Features (uploading résumés and cover letters)
- Functionality
- Length of Time to Apply

# Job Sites

Sites that were visited:

Private Sector -Hy-Vee (featured),  
Shive-Hattery, ING, Meredith,  
Principal, Wellmark, Pioneer and a  
number of others

The screenshot shows a web browser window titled "Current Job Opening Search - Windows Internet Explorer". The address bar displays "http://hyveenet.hy-vee.com/applynow/". The page features the Hy-Vee logo and the heading "Current Job Opening Search". Below the heading, instructions state: "Click the search button to see all job openings. - or - Choose your search criteria from the options below. When finished, click the Search button to see the results." A red notice reads: "All applications must be submitted before noon on the posting close date." There are three buttons: "Search", "Reset", and "Close". Below these are five dropdown menus for "State", "City", "Location", "Department", and "Job Title", all currently set to "All". At the bottom, there are three sections of radio button options: "Location Type" (All Openings, Corporate, Distribution, Retail, Subsidiary), "Position Status" (All Openings, Full Time, Part Time, Regular Time), and "Management Position" (All Openings, Management). A footer note says: "If you are unable to find the position or location that you are looking for, or desire any position or location, please email us @ [hrmail@hy-vee.com](mailto:hrmail@hy-vee.com)."

Current Job Opening Search - Windows Internet Explorer

http://hyveenet.hy-vee.com/applynow/

File Edit View Favorites Tools Help

Current Job Opening Search

## HyVee Current Job Opening Search

Click the search button to see all job openings.  
- or -  
Choose your search criteria from the options below.  
When finished, click the Search button to see the results.

**All applications must be submitted before noon on the posting close date.**

Search Reset Close

State	All
City	All
Location	All
Department	All
Job Title	All

<b>Location Type</b>	<b>Position Status</b>	<b>Management Position</b>
<input checked="" type="radio"/> All Openings	<input checked="" type="radio"/> All Openings	<input checked="" type="radio"/> All Openings
<input type="radio"/> Corporate	<input type="radio"/> Full Time	<input type="radio"/> Management
<input type="radio"/> Distribution	<input type="radio"/> Part Time	
<input type="radio"/> Retail	<input type="radio"/> Regular Time	
<input type="radio"/> Subsidiary		

If you are unable to find the position or location that you are looking for, or desire any position or location, please email us @ [hrmail@hy-vee.com](mailto:hrmail@hy-vee.com).

# Job Sites

*Sites that were visited:*

State Job Sites - Montana  
(featured), Arizona,  
Missouri, Massachusetts  
and many others



# Job Sites

*Sites that were visited:*

Federal Job Site: USA JOBS

The screenshot shows the USAJOBS website homepage. At the top, the USAJOBS logo is displayed with the tagline "WORKING FOR AMERICA". To the right, a message states: "USAJOBS is the official job site of the US Federal Government. It's your one-stop source for Federal jobs and employment information." Below this is a navigation bar with links: Search Jobs, My USAJOBS, Info Center, Veterans, Forms, and Employer Services. A "HELP" link is also present. The main content area features a large image of a smiling woman holding a dog. To the right of the image, the text reads: "YOU CAN CHANGE AMERICA. Provide for yourself and help change our country with a career in the U.S. Government!" Below this is a "GET STARTED" button. Further down, the "SEARCH JOBS" section is visible, stating "There are 46,196 U.S. Government job opportunities worldwide." It includes input fields for "What: (job title, keywords)" and "Where: (city, state or zip code)", followed by a "SEARCH JOBS" button. Below the search section, there are two featured sections: "FEATURED JOB" for a "Realty Specialist GS-1170-12/13" and "FEATURED EMPLOYER" for the "United States Department of the Treasury". At the bottom, there is a "JOBS IN DEMAND" section with a link "Are you the person we're looking for?". To the right of this is a section for "American Recovery and Reinvestment Act (ARRA) Jobs" with the text "Opportunities currently available under the Recovery Act". On the left side of the bottom section, there are several links: "USAJOBS General Applicant Brochure", "New to USAJOBS?", "Help, I have questions!", "Resources for People with Disabilities", "Veterans Resource Center", "Senior Executive Service", and "Studentjobs". On the right side of the bottom section, there is a "FEDERAL HIRING TRENDS" section with a graphic of binoculars and the text "Top Job Searches: Find out what other job seekers are looking for."

# Electronic Survey

- The survey was offered to recent applicants who used the state career site
- The researchers wanted to know
  - What works well
  - What could be improved
- Survey offered to 5,181 applicants
- Conducted from March 18 through May 11, 2009
- Approximately 1,000 responses for an 19% response rate



# Electronic Survey

## State of Iowa Employment Website Feedback

### Q1. Thinking of the State of 's employment website, how would you describe the following...

Answer Options	Excellent	Very Good	Good	Poor	Very Poor	I Don't Know	Response Count
Design and Visual Appeal	251	411	289	29	7	1	988
Ease of Use	279	321	291	62	26	0	979
Functionality	260	350	283	63	15	2	973
Length of Time to Apply	269	298	315	69	18	4	973
<i>answered question</i>							<b>992</b>
<i>skipped question</i>							<b>6</b>

### Q2. Did you understand the minimum qualifications of the job posting?

Answer Options	Response Frequency	Response Count
Yes	95.7%	951
No	2.1%	21
I Don't Know	2.2%	22
<i>answered question</i>		<b>994</b>
<i>skipped question</i>		<b>4</b>

# Electronic Survey Results

The survey responses indicated the following:

- Applicants wanted more information on culture and environment
- Technical issues exist such as:
  - Resume/cover letter uploading problems

# Focus Groups

Two Focus Group were conducted April 23, 2009 with a Masters of Public Administration class at Drake University

## Demographics:

- Sixteen females; eight males
- Age range: 21 to 38 years of age
- Approximately 79% reported currently employed
- In an informal poll, all participants indicated they had applied for a job before; most indicated they had applied *online* before

# Focus Groups

## Methodology /Questions Posed:

- What elements and features do they look for in a job application website?
- What information do they want to know about a company or organization?
- Asked to apply for a test job posting at the State of Iowa Website

# Focus Groups

## Findings:

- The process should be easy
- Timely communication is key
- Request for confidential information
  - security
  - privacy

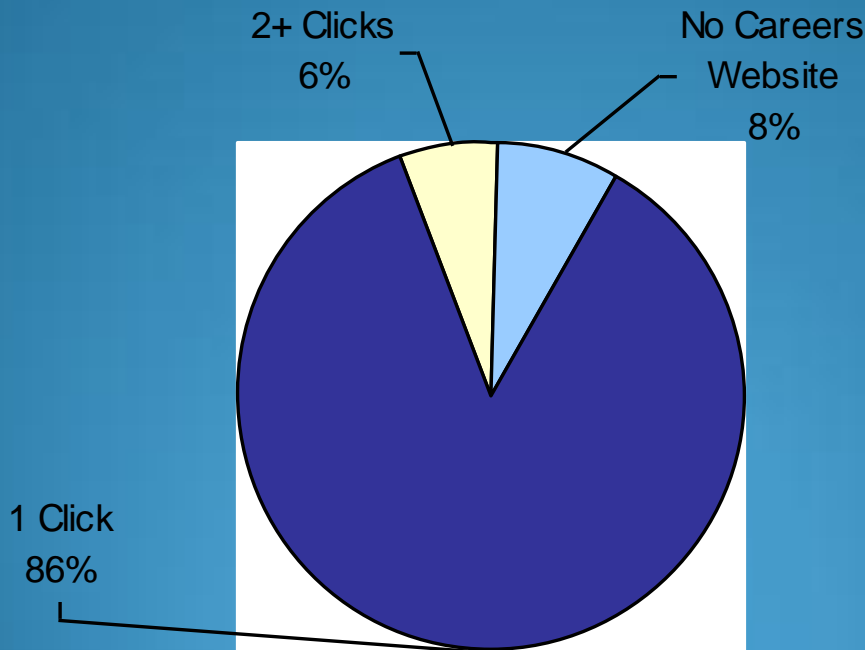
# Recommendations

Based on group research findings and an evaluation of available literature the researchers developed a list of twenty recommendations for the State Employment Website .

# Recommendations

## 1) Link from Homepage

- State Employment Website should have a direct link from [Iowa.gov](http://Iowa.gov)
- Current website link requires three clicks to reach search page



# Recommendations

## 2) Memorable Career Site URL

- Prospective applicants should be able to remember the URL
- Current URL is difficult to remember:  
[das.hre.iowa.gov/state\\_jobs.html](http://das.hre.iowa.gov/state_jobs.html)
- State recently obtained [jobs.iowa.gov](http://jobs.iowa.gov) and should implement it for the State Career website



# Recommendations

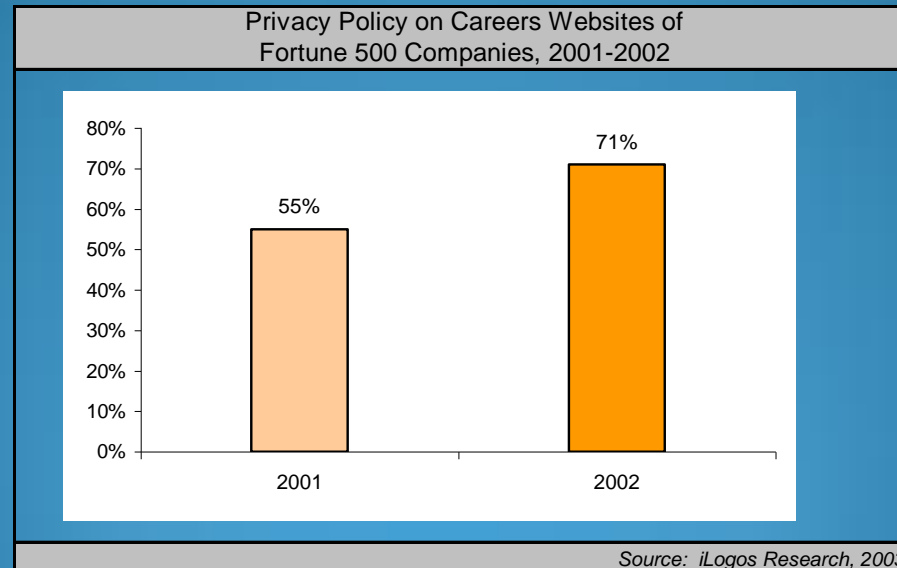
## 3) Compatibility/Accessibility

- Career sites should be compatible with all computers/browsers
- Should be ADA compliant

# Recommendations

## 4) Privacy Policy

- How personal information will be protected
- Alleviate concerns
- Current policy focuses on what rights candidates give up



# Recommendations

## 5) Design/Site Navigation

- First impression
- Color
- Text/image balance
- Manageable length
- Easy navigation



# Recommendations

## 5) Design/Site Navigation



Iowa Department of  
**Administrative Services**

☒ [DAS-HRE State Jobs](#) ☐ [Home](#)

DAS - GOVERNMENT'S PARTNER  
IN ACHIEVING RESULTS

[? Help](#)

**Thank you for your interest in job opportunities with the State of Iowa.**

**Current User?** If you have an active user ID, you can log in to access your profile, search for jobs, view the status of jobs for which you have applied, update your resume, access search agents or saved drafts, etc.

**First time here?** Click Search openings link below to see the jobs that are available.

**Search openings**  
Click here to view and apply for current job vacancies, or search on specific criteria to find job vacancies that match your background, education and experience or interests.

If you have questions regarding our online application process, please email [DASHRE.info@iowa.gov](mailto:DASHRE.info@iowa.gov)

THE STATE OF IOWA IS AN EQUAL EMPLOYMENT OPPORTUNITY/AFFIRMATIVE ACTION EMPLOYER

**Add/Update Resume/Application**  
You may use this feature to add/update your resume and application without applying for a specific job vacancy. Note: this feature will require you to re-upload or reenter your resume.

Log in to access your applicant contact information and jobseeker tools. First time visitors, [click here to create a new account](#). Each applicant must use a unique e-mail address to create their account.

E-mail address

Password

[Forgot your password?](#)


Powered by  


# Recommendations

## 6) Targeted Recruiting

- Appeal to different groups of job seekers
- Different generations, career status/career paths

The screenshot displays the ING careers website. At the top is the ING logo with a lion icon, followed by navigation links: Home | Sitemap | ING.com | Contact us. Below this is a horizontal menu with three tabs: Graduates, Experienced Professionals, and Careers World Wide. The main banner features a man in a suit with the text "I want to see results and know we achieved them the right way". Below the banner are two columns. The left column is titled "Graduates" and contains the text: "Are you a student or graduate with a maximum of two years working experience? Take control of your career with unbeatable opportunities and unmatched professional development." followed by a "learn more..." link and a photo of a woman. The right column is titled "Experienced Professionals" and contains the text: "New challenges for experienced professionals with a proven record in banking, insurance, asset management, IT, marketing or customer services." followed by a "learn more..." link and a photo of a man. Two red arrows point from the text "Different generations, career status/career paths" to the "Graduates" and "Experienced Professionals" tabs respectively.

ING 

Home | Sitemap | ING.com | Contact us


Graduates | Experienced Professionals | Careers World Wide

I want to see results  
and know we achieved them the right way

**Graduates**

Are you a student or graduate with a maximum of two years working experience? Take control of your career with unbeatable opportunities and unmatched professional development.


[learn more...](#)



**Experienced Professionals**

New challenges for experienced professionals with a proven record in banking, insurance, asset management, IT, marketing or customer services.

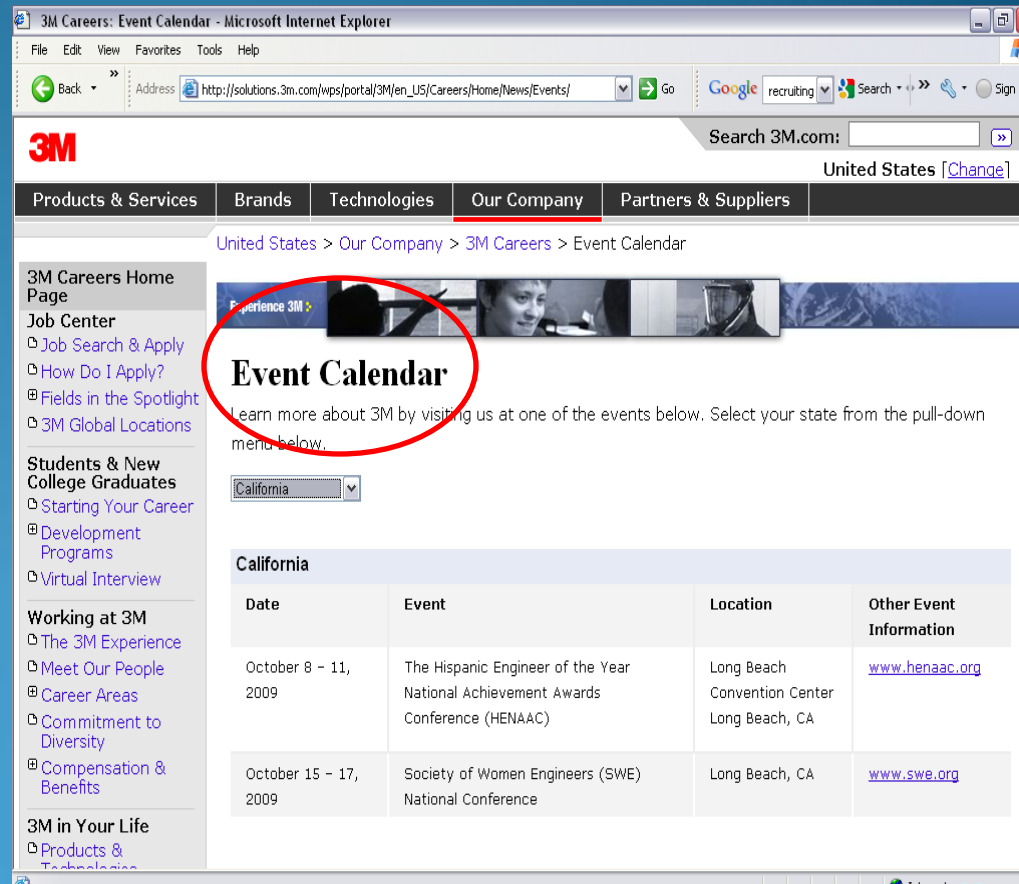
[learn more...](#)



# Recommendations

## 7) Recruiting Events Calendar

- Promote recruiting events
- Attract potential job candidates to career fairs and other events



3M Careers: Event Calendar - Microsoft Internet Explorer

Address: [http://solutions.3m.com/wps/portal/3M/en\\_US/Careers/Home/News/Events/](http://solutions.3m.com/wps/portal/3M/en_US/Careers/Home/News/Events/)

Search 3M.com:

United States [\[Change\]](#)

Products & Services | Brands | Technologies | **Our Company** | Partners & Suppliers

United States > Our Company > 3M Careers > Event Calendar

**Event Calendar**

Learn more about 3M by visiting us at one of the events below. Select your state from the pull-down menu below.

California

Date	Event	Location	Other Event Information
October 8 - 11, 2009	The Hispanic Engineer of the Year National Achievement Awards Conference (HENAAC)	Long Beach Convention Center Long Beach, CA	<a href="http://www.henaac.org">www.henaac.org</a>
October 15 - 17, 2009	Society of Women Engineers (SWE) National Conference	Long Beach, CA	<a href="http://www.swe.org">www.swe.org</a>



# Recommendations

## 8) Featured Postings

- Showcase variety of careers available
- Expand from current practice of highlighting “continuously open” vacancies



# Recommendations

## 9) Employee Benefits Information

- Benefits pages for current/retired employees
- Create one-page summary for prospective employees



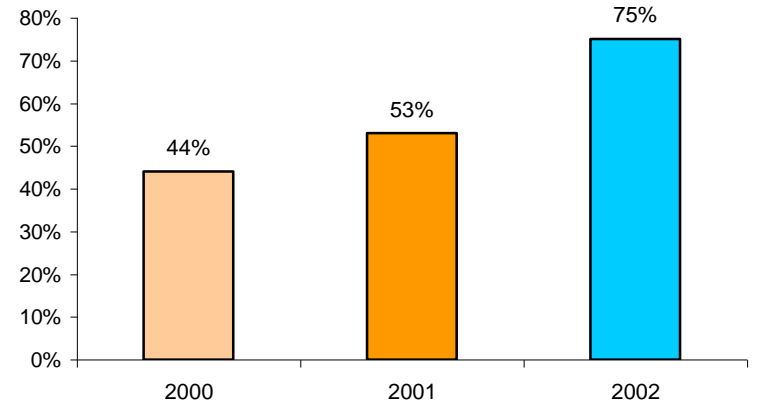


# Recommendations

## 10) Company Culture Information

- Information about the culture and work environment
- “Could I see myself working here?”

Fortune 500 Companies with Depiction of Company Culture on Careers Websites, 2000-2002



Source: iLogos Research, 2003

# Recommendations

## 11) Single “Search for Jobs” Button

- Two search links confusing
- Single link with filter question

**Welcome to the State of Iowa Jobs Page!**

Welcome to the State of Iowa's application web site! The State of Iowa uses BrassRing to accept and process applications. Use the links on this page to learn about our application process, to search for state job openings, and to apply for a job.



**Applying for a job**

[Job openings for all applicants.](#) Click this link to see all current jobs for which anyone can apply.

[Job openings for current permanent state employees.](#) Click this link to see all current jobs for which only current state employees can apply.

[How to apply for a job with the State of Iowa.](#)

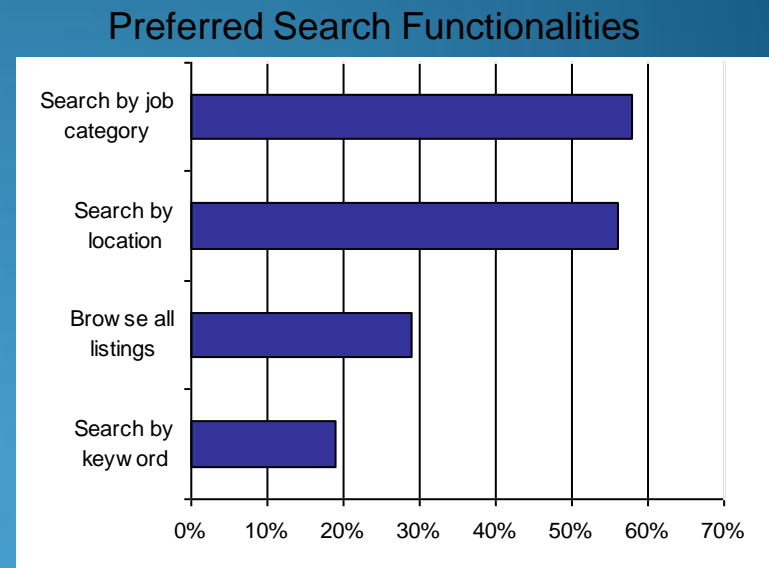
[Helpful Information About Using the New System](#)

[Internships with the State of Iowa](#)

# Recommendations

## 12) Searchable Database of Job Positions

- State site currently offers:
  - Keyword/Job Match
  - County
  - Date Posted
  - Department
- State site could add:
  - Location/Radius
  - Job Category or Classification
  - Advanced Keyword Search



Source: Taleo Research, 2001

# Recommendations

## 13) Job Agent

- Match prospective employees to vacancies
- Should increase number of applicants
- State currently offers but should be improved

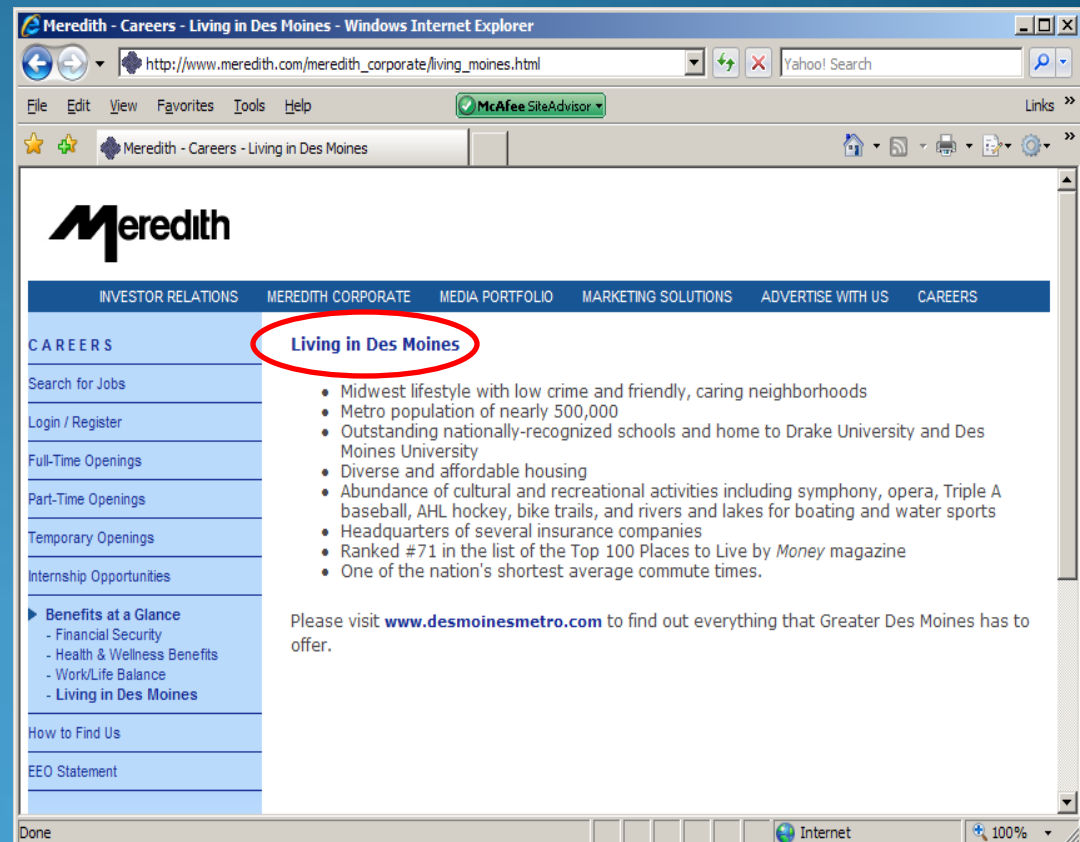
## 14) Optional Demographic Information

- Sensitive information – SSN, Gender, Race/Ethnicity
- Optional – clearly state so

# Recommendations

## 15) Location Information

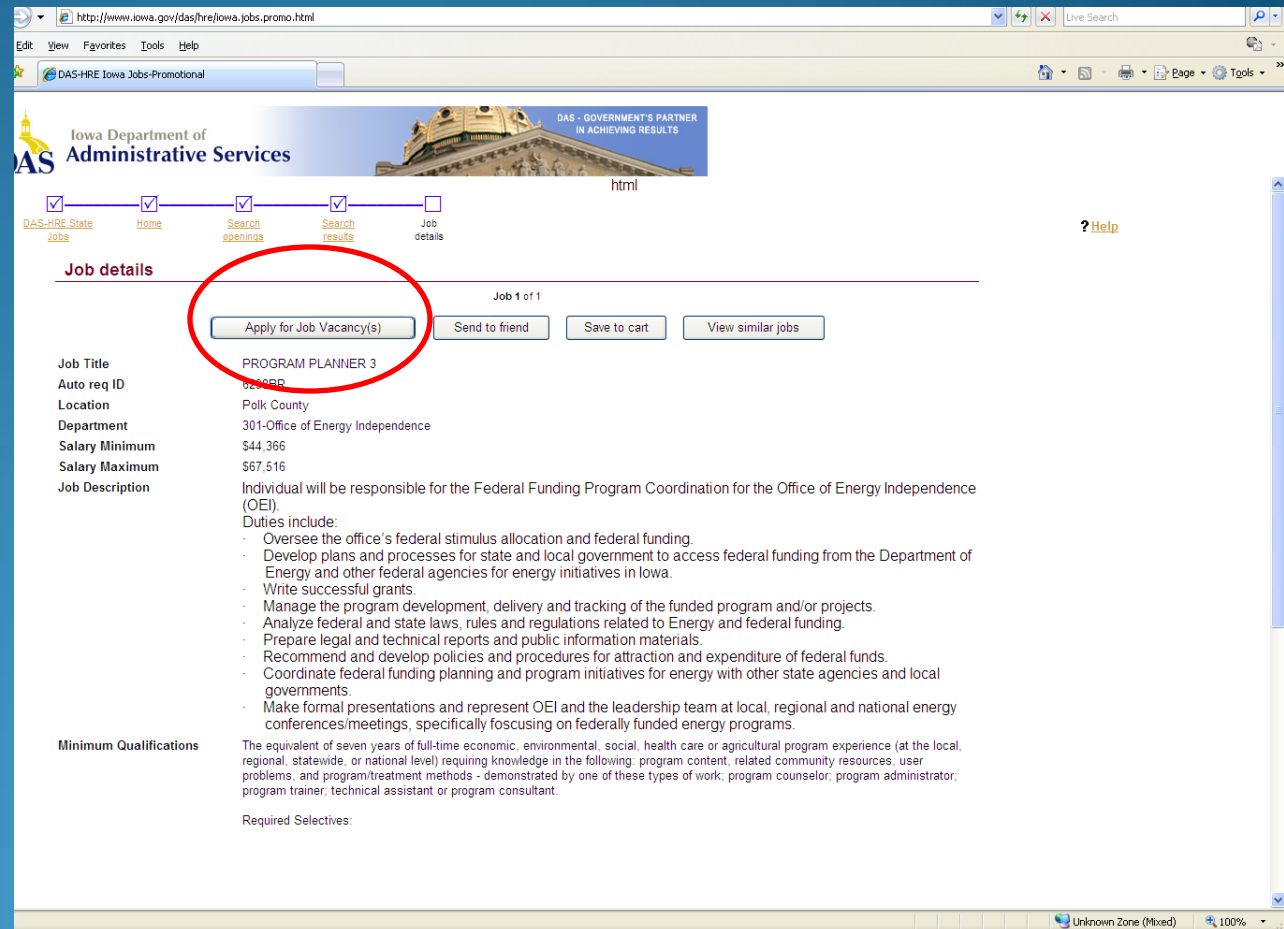
- Qualities that make Iowa an attractive place to live



# Recommendations

## 16) One Click to Apply

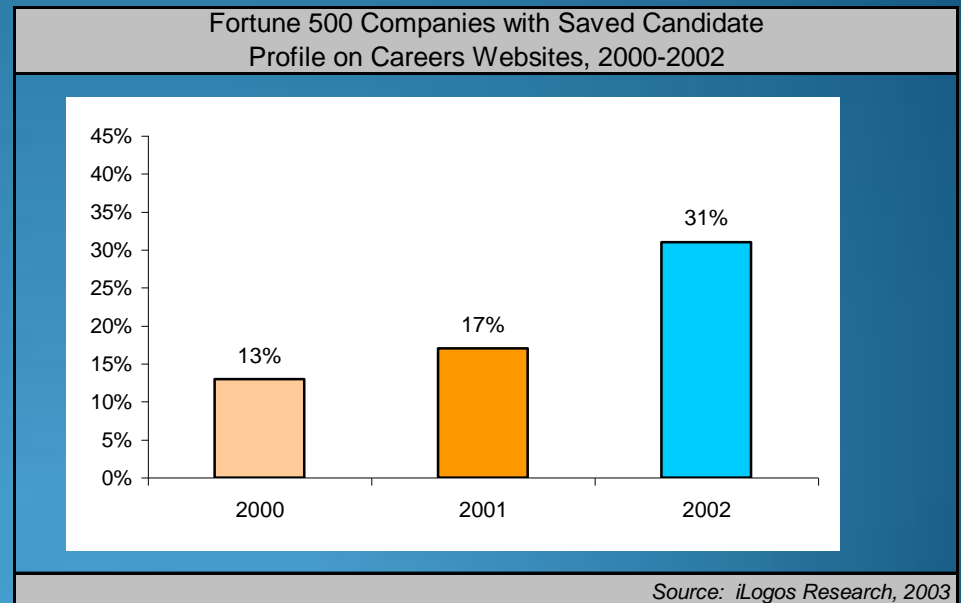
- Removes unnecessary steps in navigation
- Results in more applications



# Recommendations

## 17) Saved Candidate Profile

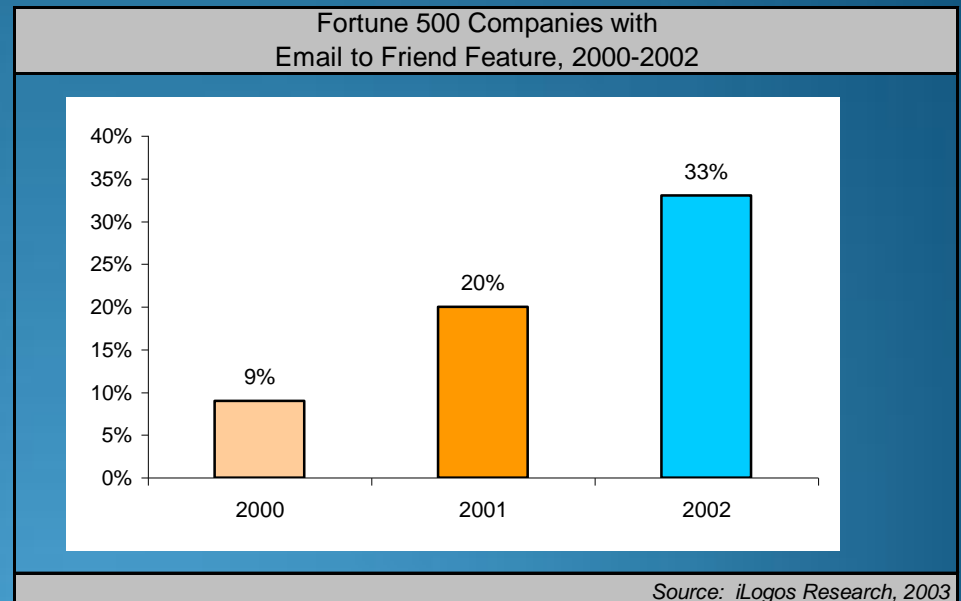
- Most users find helpful for returning to apply for other jobs
- State site currently offers



# Recommendations

## 18) E-mail to a Friend

- Spreading the word
- State's site currently offers





# Recommendations

## 19) Job status or Timeline

Timeline:

- Screening
- Interviewing
- Hiring
- Proactive
- Open Communication

The screenshot shows a web browser window titled "State Job Listings - Department of Administration - Microsoft Internet Explorer". The address bar displays the URL: <https://svc.mt.gov/statejobsearch/searchresults.aspx?keyword=&age=&cat=&miles=>. The page lists several job openings, each with a title, location, and a progress bar indicating the status of the recruitment process. Red circles highlight specific elements: the "7/15/2009" date for the "Administrative Clerk" position, the "Screening" label for the "Administrative Support" position, and the "Hiring" label for the "Agriculture Pest Survey Intern" position.

Job Title	Location	Status	Timeline/Action
Administrative Assistant 1069-096F   Agriculture	Helena	Recruiting	Open Until Filled Apply Online >>
Administrative Clerk 1313-099B   School for the Deaf and Blind	Great Falls	Recruiting	7/15/2009 Apply Online >>
Administrative Specialist 1264-0992   Labor and Industry	Helena	Recruiting	6/8/2009 Apply Online >>
Administrative Support 1060-097F   Agriculture	Great Falls	Screening	Open Until Filled Apply Online >>
Administrative Support 1266-0992   Montana State Fund	Helena	Recruiting	6/8/2009 Apply Online >>
Administrative Support - Tech Correc Services 1281-0998   Corrections	Deer Lodge	Recruiting	6/17/2009 Apply Online >>
Agriculture Pest Survey Intern 777-0932   Agriculture	Helena	Hiring	Open Until Filled Apply Online >>
Agriculture Pest Survey Intern 778-0932   Agriculture	Great Falls	Hiring	Open Until Filled Apply Online >>
Agriculture Pest Survey Intern 780-0932   Agriculture	Missoula	Hiring	Open Until Filled Apply Online >>
Agriculture Pest Survey Intern 782-0932   Agriculture	Helena	Hiring	Open Until Filled Apply Online >>
Attorney 1219-098A   Transportation	Helena	Recruiting	6/8/2009 Apply Online >>

# Recommendations

## 20) Candidate Feedback

- Continuously monitor and improve performance of the career website through a candidate feedback survey
- Anonymous Survey
  - Who's Visiting
  - User-Friendliness
  - Technical Difficulties

# Benefits of Implementing Recommendations

- Cost Savings
- Finding the Right Fit
- Attracting Younger Generations
- Organizational Image and Reputation